



**BEL-RAY COMPANY, INC. CORDIALLY  
INVITES YOU TO JOIN US AT INTERMOT  
2008 AND EICMA 2008**

**This year, Bel-Ray will host the coolest lounge  
in town — the Bel-Ray Liquid Lounge.**

**Be sure to stop by and check out our products and  
new product literature including our new brochure,  
dealer book and sales folders.**

**LIQUID LOUNGE HIGHLIGHTS:**

- **Great Tech Talk**
- **New Consumer Brochure**
- **New Dealer Book**
- **New Sales Folder**
- **Happy Hour daily—Come enjoy free Bel-Ray Blue  
Martinis, provincial appetizers and music.**
- **Take a picture with the Bel-Ray Liquid  
Lounge Ladies.**

**INTERMOT 2008**

**Koelnmesse Exhibition Center — Cologne, Germany  
Tuesday, October 7<sup>th</sup> to Sunday, October 12<sup>th</sup>  
Bel-Ray Liquid Lounge  
Hall 8 — Booth E60**

**EICMA 2008**

**Fiera Milano Convention Center — Milan, Italy T  
Tuesday, November 4<sup>th</sup> to Sunday, November 9<sup>th</sup>  
Bel-Ray Liquid Lounge  
Hall 10 — Booth G92**

**RSVP to Anna Roberts at [aroberts@belray.com](mailto:aroberts@belray.com)  
Please let us know if you or your associates will be  
attending. We will also be scheduling our annual  
HAWD meetings with distributors around the shows.**